EDITED KSA LISTING

CLASS: GRAPHIC DESIGNER III

NOTE: Each position within this classification may be required to possess all or some of these knowledges, skills or abilities.

#	Knowledge, Skill, Ability
	Knowledge of:
K1.	Extensive knowledge of the principles of graphic design in order to produce the highest level of production for print, on line publishing, and multimedia, etc.
K2.	General knowledge of the methods and techniques of freehand drawing and color illustration in order to create custom designs and logos.
K3.	Extensive knowledge of the elements of design (i.e., line, shape, texture, space, size, value, and color, balance/symmetry, rhythm/repetition, emphasis, unity, movement, proportion/scale; page layout, color theory, and typography) in order to produce or edit a high quality print or multi-media product.
K4.	Extensive knowledge of the principles of graphic tools and equipment (e.g., software programs, computer scanner, photography, etc.) in order to produce multi-media products.
K5.	Extensive knowledge of graphic design software application (e.g., Adobe Photo Shop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, etc.) in order to produce multi-media, digital imaging and on line publishing projects.
K6.	Basic knowledge of the procedures for creating traditional and/or electronic files for output for single and multicolor publications.
K7.	Extensive knowledge of the stages of design (i.e., research, thumbnail, rough, comprehensives, and camera-ready art) resulting in an electronic file for print or on line publishing.
K8.	General knowledge of the principles and techniques of three-dimensional exhibit preparation in order to create displays, backdrop designs, etc.
K9.	General knowledge of project leadership in order to work with a diverse clientele while producing quality products.
K10.	General knowledge of time management in order to multi-task and meet production deadlines.
K11.	Extensive knowledge of state-of-the-art technologies, graphic design techniques, theories, and processes in order to keep abreast of current trends.
K12.	General knowledge of departmental programs and objectives in order to identify audience impact.
K13.	General knowledge of alternate strategies available to establish and improve comprehensive graphic design programs.
K14.	General knowledge of team-building techniques and principles in order to maintain organize team participation and meet production deadlines.

Bold text-indicates not on Classification Spec.

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#	Knowledge, Skill, Ability

#	Knowledge, Skill, Ability
K15.	**General knowledge of networking techniques used to implement new programs and procedures.**

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#	Knowledge, Skill, Ability

	Skill to:
S1.	Communicate effectively in order to work with a diverse clientele.
S2.	Use the elements of design to create page layouts, multi-media, displays, and websites.
S3.	Perform image editing in order to produce a quality print or multi-media output.
S4.	Apply color theory and typography in order to produce high quality designs.
S5.	Apply creativity in the preparation of artwork for high visual impact.
S6.	Learn and apply new software in order to maintain cutting edge technology.
S7.	Produce freehand drawing and color illustration in order to produce custom designs and logos.
S8.	Maintain project files for ease of access for updates and changes.
S9.	Design and prepare exhibit materials for presentation and review.
S10.	Digitally retouch images in order to enhance or soften photographs.
S11.	Review narrative material in order to create appropriate illustrations
S12.	Analyze situations accurately and take effective action
S13.	Research alternate resources in order to identify partnerships within and outside the department.
S14.	Establish and maintain effective working relationships, within and outside the department, to establish collaborative relationships.
S15.	Present ideas to a large or diverse audience to obtain approval for designs and website content.
S16.	Troubleshoot within the graphics application software in order to minimize downtime.
S17.	Use time effectively in order to multi-task and meet production deadlines.
S18.	Assimilate ideas and concerns from a variety of customers and translate them into an effective and cost-efficient graphic design project or program.

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#	Knowledge, Skill, Ability

	Special Personal Characteristics:
SPC1.	Visual acuity and color vision sufficient to successfully perform the job
SPC2.	Creative ability

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